

ORDER



Orders
Order / Rev: 169950
Alt Order #: 06390950
Product Desc: RESTORE OUR FUTURE
Estimate: 2151
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/23/12 / 10/23/12
Order Type: GENERAL

WDJT-TV-LP
Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: Mentzer Media Services
Buying Contact: Elise Cloyd
Billing Contact:
 600 Fairmount Ave. #306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/Restore Our Future
Demographic: A35+
Product Codes: PL Issue
Priority: P-1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	38	\$107,000.00	\$90,950.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	38	\$107,000.00	\$90,950.00	0.00
Totals	38	\$107,000.00	\$90,950.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	34%	\$107,000.00
Market	100%	\$314,705.88

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	19%	\$59,794.12
WITI	27%	\$84,970.59
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	20%	\$62,941.18
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/30/12	11/02/12	Dr. Phil 4p-5p	CM	4p-5p	-TWTF--	:30	4	\$800.00	P-1	0.00	NM	4	\$3,200.00
				Dr. Phil 4p-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4				\$800.00		0.00			
E 2	WDJT	10/30/12	11/02/12	Jeopardy 6p-630p	CM	M-F 6p-630p	-TWTF--	:30	6	\$2,500.00	P-1	0.00	NM	6	\$15,000.00
				6p-630p/Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		6				\$2,500.00		0.00			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/30/12	11/02/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	-TWTF--	:30	8	\$2,500.00	P-1	0.00	NM	8	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		8			\$2,500.00			0.00			
E 4	WDJT	10/30/12	11/03/12	CBS58 Nws 5p M-Sa/530p CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p	-TWTFs-	:30	5	\$750.00	P-1	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTFs-		5			\$750.00			0.00			
E 5	WDJT	10/30/12	11/04/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	-Tw-F-S	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-Tw-F-S		4			\$2,000.00			0.00			
E 6	WDJT	10/30/12	10/30/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p	-1-----	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1			\$10,000.00			0.00			
E 7	WDJT	11/01/12	11/01/12	Th 9p - 10p Elementary	CM	Th 9p - 10p	---1---	:30	1	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1			\$8,000.00			0.00			
E 8	WDJT	11/02/12	11/02/12	Fr 9p - 10p Blue Bloods	CM	9p - 10p	----1--	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1			\$10,000.00			0.00			
E 9	WDJT	11/04/12	11/04/12	Su 6p - 7p 60 Minutes	CM	6p - 7p	-----1	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1			\$10,000.00			0.00			
E 10	WDJT	11/04/12	11/04/12	Su 8p - 9p The Good Wife	CM	8p-9p	-----1	:30	1	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1			\$8,000.00			0.00			
E 11	WDJT	11/05/12	11/05/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	1-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1			\$800.00			0.00			
E 12	WDJT	11/05/12	11/05/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	1-----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1			\$2,500.00			0.00			
E 13	WDJT	11/05/12	11/05/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	2-----	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	2-----		2			\$2,500.00			0.00			
E 14	WDJT	11/05/12	11/05/12	M-F 5pm News M-F 5pm News	CM	5p-530p	1-----	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1			\$750.00			0.00			
E 15	WDJT	11/05/12	11/05/12	M-F Late News M-F Late News	CM	10p-1035p	1-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1			\$2,000.00			0.00			
Totals														38	\$107,000.00